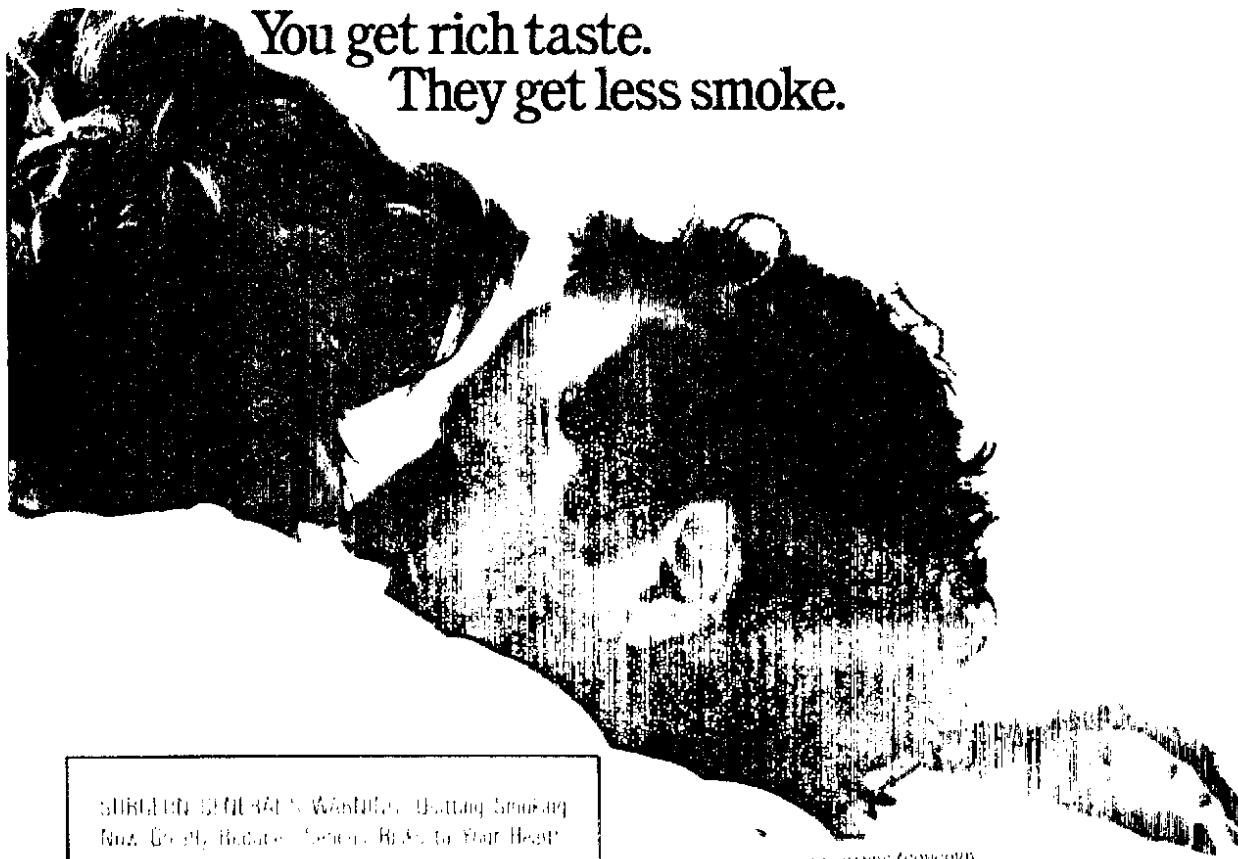


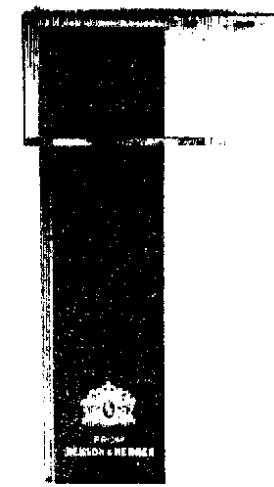
The answer to smoking today... Benson & Hedges introduces Less Visible Smoke.

You get rich taste.
They get less smoke.



AMERICAN CANADA'S WISDOM: Quitting Smoking
Now Greatly Reduces Cancer Risk to Your Heart*

2045625793



Benson & Hedges
LVS

means Less Visible Smoke.

